

Lexical transformations in the Tatar electronic mass media

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Abstract

The Internet technology has become an integral part of modern life of a man. Obtaining the necessary information and communication via the Internet technologies extends the opportunities of the language. However, there is a multiple-aspect impact of the Internet on the functioning of the literary language. We have demonstrated the facts of linguistic transformation in rendering the information from Russian to Tatar by way of the example of Web sites of official institutions of the Republic of Tatarstan. The aim of the study was the analysis of lexical transformations in the translated texts from Russian into Tatar on the Internet Portal of the Republic of Tatarstan and the identification of the facts, affecting adversely the ongoing development of the Tatar literary language. Using the method of continuous sampling, we have selected the actual material and identified more than 500 cases of incorrect transformation, the most relevant of which are presented in the article. Using descriptive method, the procedure of primary analysis and material presentation was carried out. Comparative-contrastive analysis enabled a detailed description of the cases of lexical calking. Through the prism of interpretive analysis we determined the specificity of different variants of lexical transformations; content and contextual analyses were used when studying the sources on the structure or content. The study found that the most commonly observed types of lexical transformations are calking, substitution, addition, omission, in some translated texts there are the methods of description or explication and modulation. The desire of a translator to eliminate the tautology of words, to concisely convey the meaning, and vice versa, to give explanations of facts given in the original text is based on these transformations. In most cases, they justify their use, but we have fixed the cases that lead to an erroneous understanding of the initial information. We have found that lexical transformations lead to indiscriminate use of foreign words, excessive calking in the Tatar literary language, as well as to violation of the semantic integrity of the original text. The results will be useful for comparative-contrastive study of languages, the analysis of the interaction multi-structural languages.

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Keywords

Addition, Calking, Lexical transformations, Omission, Substitution, The tatar language, Translation, Transposition